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#### THE SAN FRANCISCO REDEVELOPMENT AGENCY

525 GOLDEN GATE AVENUE . TELEPHONE UNDERHILL 3-7750

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Statement by Members of the San Francisco Redevelopment Agency

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Chairman & Members of Architectural 3 Advisory Panel

Map of San Francisco showing project area

Introduction by Mario J. Ciampi,

6 FAIA, Chairman

# GOLDEN GATEWAY PROPOSALS

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#### GOLDEN GATEWAY PROPOSALS

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STATEMENT BY THE MEMBER'S OF THE SAN FRANCISCO REDEVELOPMENT AGENCY

The San Francisco Redevelopment Agency is pleased to publish this report of the Architectural Advisory Panel, the group of eminent architects and a mortgage banker who have served the Agency in a special capacity.

These experts in architecture, city planning, and housing development have made evaluations of proposals for development of the Golden Gateway which were submitted to us by eight developer-architect teams. Through a precept prepared by the chairman of the Panel, we sought their advice because of a unique circumstance inherent in redevelopment of this particular area: the Golden Gateway presents an opportunity to provide San Francisco with distinguished architecture.

In this report the Panel members have appraised each proposal on its own merits. At our request they have refrained from establishing any preference among the proposals. We may or may not agree with each of their observations, but will carefully weigh their opinions in our considered judgment of the group or groups best suited to undertake the completion of the Golden Gateway project. The report demonstrates the great amount of talent, enterprise and effort that have been drawn to the competition and the wide range of considerations involved in our ultimate decision.

We take the occasion of the publication of the report to recall the rapport which prevailed among the seven panelists and ourselves during the hearings and the subsequent consultations. The panelists rendered a public service to San Francisco. To Mr. Mario J. Ciampi and the members of the Panel we extend our deepest appreciation.



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San Francisco
Redevelopment Agency.
Evaluation report:
redevelopment of the
[1960]

Members of the Agency

EVERETT GRIFFIN

CHAIRMAN

ROY N. BUELL

WALTER F. KAPLAN

LAWRENCE PALACIOS

SYDNEY G. WALTON

August 1, 1960



MARIO J. CIAMPI, Architect, FAIA, San Francisco, California; Architectural Advisory Panel Chairman.



LOUIS I. KAHN, Architect, FAIA, Philadelphia, Pennsylvania; Professor at the University of Pennsylvania.

#### ARCHITECTURAL ADVISORY PANEL



MORRIS KETCHUM, Jr., Architect, FAIA, New York City, New York; Partner, Ketchum & Sharp.



LAWRENCE B. ANDERSON, Architect, AIA, Chairman of the Department of Architecture, MIT, Cambridge, Massachusetts; Partner, Anderson, Beckwith & Haible.



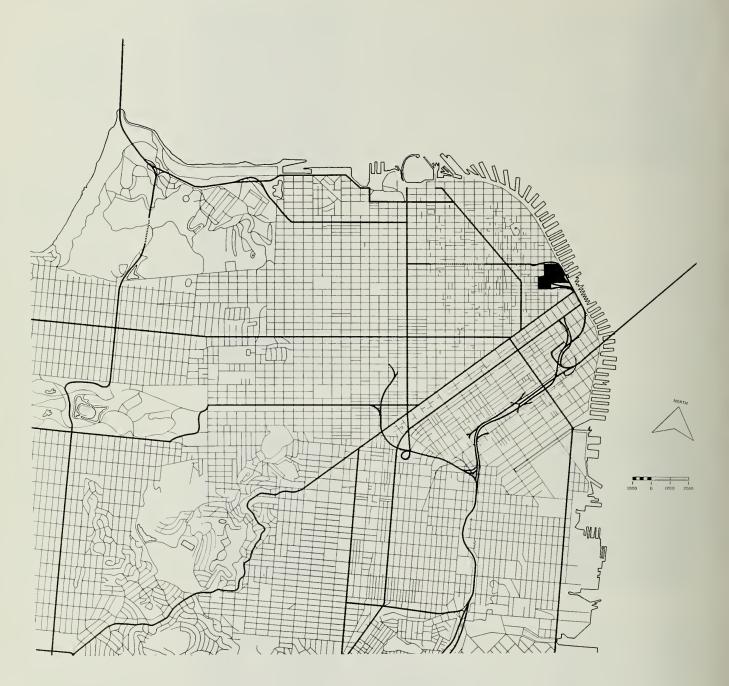
FERD KRAMER, Realtor and Mortgage Banker, Chicago, Illinois; President, Draper and Kramer.



HENRY S. CHURCHILL, Architect, FAIA, City and Community Planner, Philadelphia, Pennsylvania.



MINORU YAMASAKI, Architect, FAIA, Birmingham and Detroit, Michigan.



SAN FRANCISCO

#### ARCHITECTURAL ADVISORY PANEL . EVALUATION REPORT

PREPARED BY MARIO J. CIAMPI, FAIA, CHAIRMAN

PANEL MEMBERS

LAWRENCE B. ANDERSON, AIA

HENRY S. CHURCHILL, FAIA

LOUIS I. KAHN, FAIA

MORRIS KETCHUM, JR., FAIA

FERD KRAMER

MINORU YAMASAKI, FAIA

#### INTRODUCTION

The City of San Francisco, through its able Redevelopment Agency, has invited competent developers and their architects to present proposals for the Golden Gateway development to a distinguished panel of architects and advisors. The function of this panel has been to review these proposals for the purpose of giving direction to the Redevelopment Agency in its search for the most appropriate solution.

The creation of this panel is a most significant development in an emerging new direction of enlightened urban growth. The responsibility borne by the panel in its evaluation is well recognized.

The panel has been primarily concerned with the basic concepts and most significant qualities of the proposals which may make the greatest contribution to an environment for the totality of human experience—physical, cultural and spiritual.

In order to achieve broad objectives, special concern has been directed to the following considerations.

It is the general opinion of the panel that the environment of the residential area should be intimate in scale, with buildings and spaces varied, and repetition avoided. It was suggested that a number of talented architects could be assigned various parts of the overall project to help achieve the diversification of interest.

This project scale should, in turn, reflect the fine scale and general environmental character so unique to this city.

There is great concern that the city's grid plan be clearly recognized, and that this project, when completed, appear as an integral part of the city. Future growth in the adjoining areas will be greatly influenced by the concepts established here.

Opinion has also been expressed that the implications of this residential development are quite unique in that it is to be constructed adjacent to the core of the financial district of a city recognized as the financial center of the western United States. The force of this factor implies the need to give recognition to the monumental stature of the project's dynamic position. A synthesis of this external force, and the need for intimacy and charm in the residential area, presents a special challenge.

A review of the existing business district reveals that plazas and parks have been totally ignored in the city's growth. The planning of this area, therefore, demands that these urban amenities be provided for the joy and delight of the citizens who work in this extremely congested area.

The architecture of movement is recognized as a basic factor in the design. It is considered mandatory that the pedestrian be completely separated from vehicular traffic. The automobile must be placed in proper relationship with the well-being of the area's occupants.

The unsightly elevated freeway is a most important environmental concern and must be positively recognized and dealt with in any solution. A greenbelt between this element and the buildings of the project is considered highly desirable.

It is generally agreed that the Clay, Washington ramps should be eliminated if suitable alternate solutions can be found. The Federal Post Office should also be removed if possible.

General civic design relationships are considered most important, such as recognition of Ferry Park, the Customs House, Portsmouth Square, the public garage and future harbor developments.

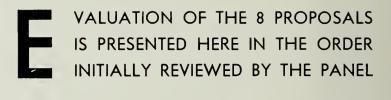
There is some concern over the advisability of providing for so many luxury apartments with such high rentals. The opinion has been expressed that the land should be purchased at a fair price and the buildings constructed at a reasonable cost, so that the rental units may be marketable. A variety of apartment units should be provided to meet the varied needs of those people who are employed in the adjoining financial district in both moderate and high income brackets.

General sociological observations have been made, such as the desirability of placing the shopping center in a central position and the provision of suitable recreational facilities. There is considerable concern over the absence of educational facilities.

In conclusion, it may be said that the ultimate success of this project will be determined by the measure of opportunity our citizens find for that joy and exhilaration of living which has already made San Francisco one of the great cities of America.

Respectfully submitted

Mario J. Ciampi, *Chairman* Architectural Advisory Panel



### KERN COUNTY LAND COMPANY DEL E. WEBB CONSTRUCTION COMPANY

### WELTON BECKET & ASSOCIATES LAWRENCE LACKEY

#### **ARCHITECTS**

This scheme includes high rise apartment towers and low slab structures of 2200 units, with equivalent parking provided. The project also provides for town houses, shopping centers and other related facilities such as a spiritual center, exhibit areas and recreational facilities.

The authors of this project have made a serious effort to provide a total environment for its occupants. The physical, cultural and spiritual aspects of life, as well as the relationship of the occupants to the general surrounding environment, have been given serious attention. The automobile has been kept in its proper place and the pedestrian circulations have been elevated to form a complete separation between the two functions.

The general plan relates well with the city grid pattern. It does not, however, relate well with the existing Customs House. Furthermore, certain buildings have been placed too close to the elevated freeway, which would result in an obnoxious conflict between heavy traffic and domestic life.

The general apartment area seems to have been worked out block by block with emphasis on charm and detail rather than as a unified whole, and there is a resulting lack of restfulness and serenity.

The interrelationship between high and low rise buildings is crowded and confused. The high rise apartment buildings appear more like office buildings than elements for living, and the unprotected balconies do not appear useful. While the concept of bridges between the various blocks is excellent, they should be more pronounced and stronger as architectural statements.

The office building has been very well studied in its relationship to the mall and public garage. There is some question, however, that it may be too high and out of scale with the surrounding financial district.

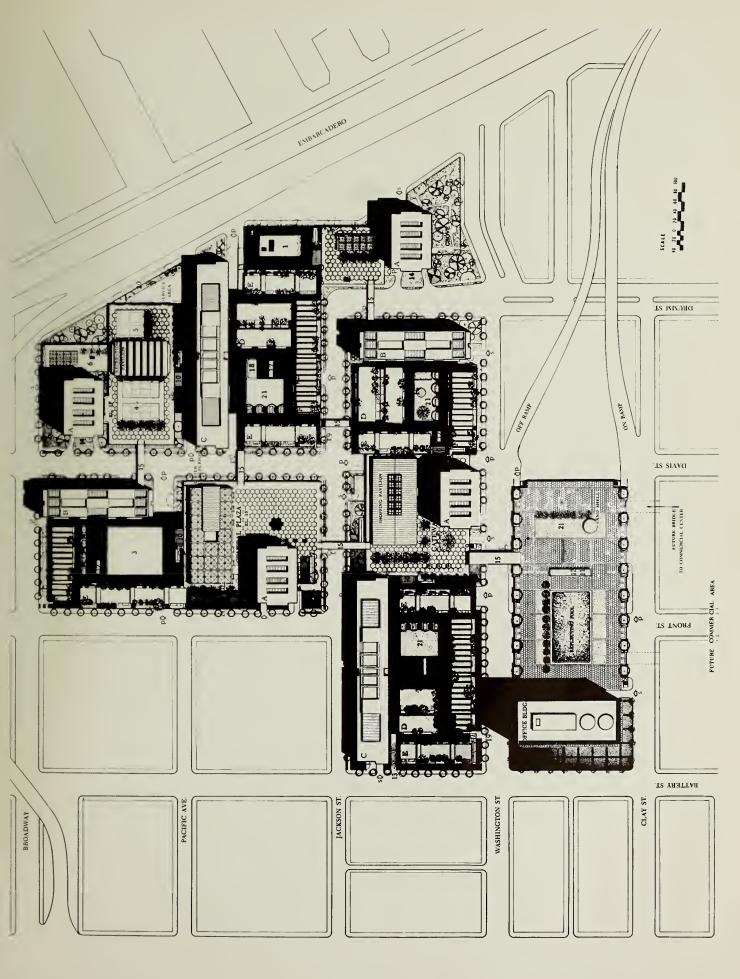
It is generally concluded that this scheme lacks a sufficiently strong philosophy or concept to provide order, clarity and a distinguished architectural and environmental statement.



**ARCHITECTS** 

KERN COUNTY LAND COMPANY
DEL E. WEBB CONSTRUCTION COMPANY

WELTON BECKET & ASSOCIATES
LAWRENCE LACKEY





### SIDNEY LEIKEN ENTERPRISES THEO G. MEYER & SONS

#### JAN LUBICZ-NYCZ & ASSOCIATES

DEVELOPERS ARCHITECTS

2

This scheme is composed of a single apartment building of cruciform plan with 33 stories stepped back from the center in striated slabs. This building contains approximately 2100 apartment units elevated over a park with parking garages below. A shopping and recreational center adjoins this central element.

The basic concept of this proposal is remarkably bold, dynamic and brilliantly provocative. A wonderfully large space in the downtown area is created and an excellent relationship with Portsmouth Square, Ferry Park, the public garage and Customs House is achieved. Located in a handsome park setting, the apartment structure is a strong sculptural statement endeavoring to capture the Telegraph Hill spirit of living environment. In concept, this structure may be said to be beyond the conventional wisdom of architecture today and would undoubtedly be a major influence on future architectural design.

The scheme, however, is decidedly preliminary in nature, with numerous inherent problems unexplored. A very serious question is raised as to the ability of achieving in final execution an excellence comparable to the original principles. And assuredly, this outspoken structure would demand excellence in all detail.

Vehicular traffic is successfully separated from the pedestrian, and the apartments are generally very well removed from the freeway. The unit apartment plans are excellent and enjoy a privacy, a delight in the surrounding park, and magnificent views of the city and bay. The site planning of all secondary elements, however, is quite weak.

The central apartment structure should lend itself to construction at reasonable cost and to apartment units of reasonable basic rentals. Vertical circulations for the 33 stories would, however, be extremely wasteful.

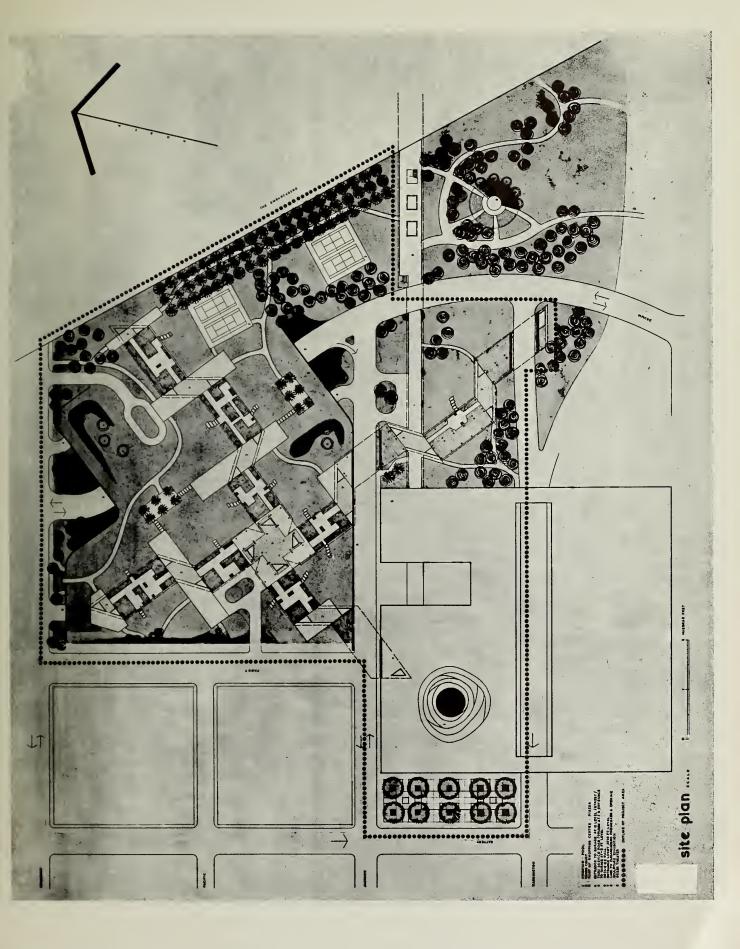
Despite the highly commendable freshness of this proposal, the design expression is a very personal one, largely lacking in the restraint of civic and social direction. This alone is cause for considerable concern. Moreover, there is a disturbing restlessness to the commanding structure which, together with its overwhelming scale, seems at odds with basic needs of a living environment. This great scale, furthermore, seems particularly inappropriate to the scale of the city.



DEVELOPERS

ARCHITECTS

SIDNEY LEIKEN ENTERPRISES
THEO G. MEYER & SONS
JAN LUBICZ-NYCZ & ASSOCIATES





UTAH CONSTRUCTION AND MINING CO.
HENRY C. BECK CO.

ANGUS McSWEENEY DONALD BEACH KIRBY LOUBET & GLYNN

**ARCHITECTS** 

**DEVELOPERS** 

3

This scheme proposes the construction of 1700 apartments in 6 slablike reinforced concrete structures rising approximately 17 stories. These structures are arranged in a chevron plan about a strong axis with a shopping center located at the south end.

The scheme appears to be motivated by economic factors with an absolute minimum regard for visual and environmental aspects. It is evident that the intent is to reproduce the same plan six times in order to standardize construction and reduce fees. Despite this, the proposed rent schedules indicate the apartments will be very expensive. A greater variety of apartment types would also be desirable.

The chevron plan creates a disturbing conflict with the normal grid pattern of the surrounding city. The relationship of the apartment area to the freeway ramps, public garage and proposed office building is very poorly considered. No logical design connection with these elements exists. The proposed axis has reason neither for beginning nor end. No attempt has been made to separate the pedestrian from the automobile and, in fact, saturation of the site by automobiles is invited. The choice of partial basement garage parking and extensive surface parking is, at best, a very indecisive solution to the problem.

The slab structures, with a relatively high density, allow a great deal of open space, yet these spaces are in no real way utilized as a joyful environment for people.

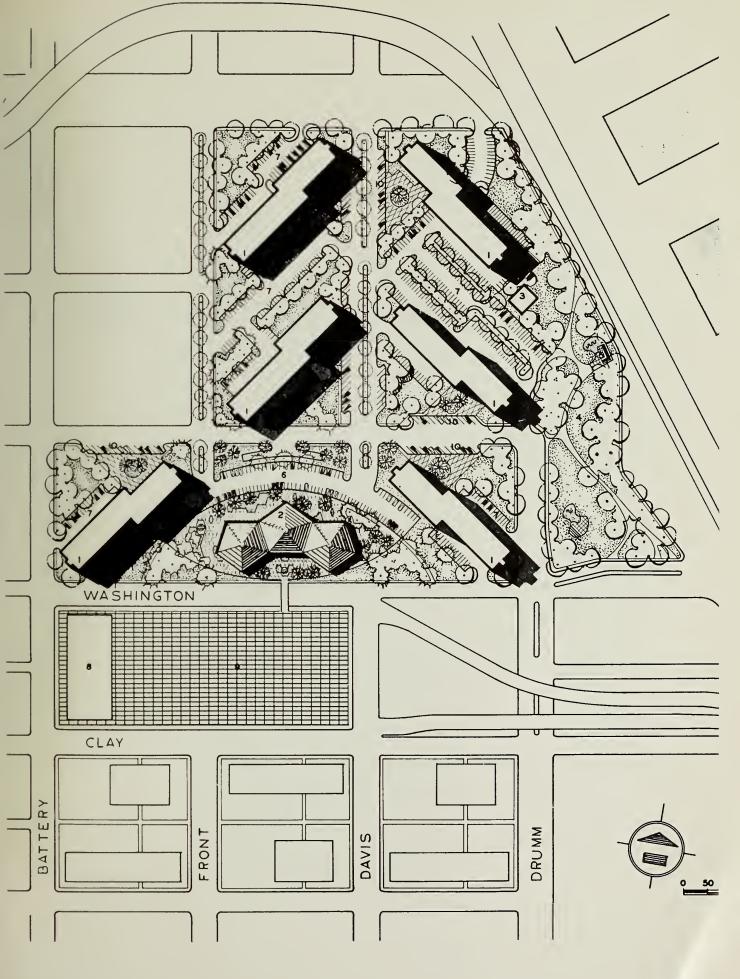
This is a static and oppressive scheme, completely at variance with the most significant considerations for the beginning of redevelopment in this area of the city. The proposal is very similar in character to public housing projects constructed in many parts of the country, and fails completely to provide an appropriate environment of charm and delight for our citizens.



**ARCHITECTS** 

UTAH CONSTRUCTION AND MINING CO.
HENRY C. BECK CO.

ANGUS McSWEENEY DONALD BEACH KIRBY LOUBET & GLYNN





## EICHLER HOMES, INC. DINWIDDIE CONSTRUCTION CO.

ANSHEN & ALLEN

## DEVELOPERS ARCHITECTS

This scheme proposes 10 high-rise apartment tower units linked together in a group of 4 large modulated slab-type structures. Basement parking is provided and the city street pattern is permitted to project through the residential area. The shopping center is located under an apartment building at the south end of the site.

Basic to this proposal is the effort to recreate the characteristic informality of the city's residential skyline. In this direction, the attempt at variegation and fragmentation of the building façades is refreshing as an idea but not successfully executed. The façades seem artificial in their endeavor to imitate a pattern which appears accidentally in the cityscape, and the repeating of this accident throughout the project contradicts its freshness. Furthermore, the buildings are actually corridor-type slab structures masquerading as separate towers. The vertical stripes, emphasized by color, create a very nervous and restless character which, when repeated in such large areas, becomes monotonous. The absence of sufficient variation between masses and voids presents a rather formidable aspect.

A very serious effort has been made to conceal the elevated freeway by the construction of an earth berm which could be handsomely landscaped, and a central recreation area has been provided to give an openness to the center of the site. The casual treatment of the open spaces, almost like a private yard extended, seems, however, badly out of scale. There is no interconnection of the buildings with these spaces and no unity of the whole composition toward a single enjoyment of an open space. Little relation is made with the adjoining office building and public garage area and no suggestion is given of extension into, or integration with, adjacent areas of the city.

The separation of vehicular traffic and pedestrian traffic is not well worked out. Placing the garages in the basements and keeping the principal pedestrian circulation at street level creates hazardous and undesirable conflicts between the families who would occupy the area and the heavy downtown traffic. These garages are further considered to be needlessly expensive.

The shopping center seems poorly placed under one of the towers. It is not centrally located nor properly expressed as a shopping center with its glamour, gaiety and special character. Furthermore, it would be in conflict with the apartments overhead and create problems within the tower structures.

At first impression, this proposal appears quite interesting and its central concept quite promising. Upon closer scrutiny, however, it fails that promise. A clear distinction exists between representing or recreating the character of a city and capturing the essence or spirit of that character. This proposal does not give assurance that it has made that distinction.

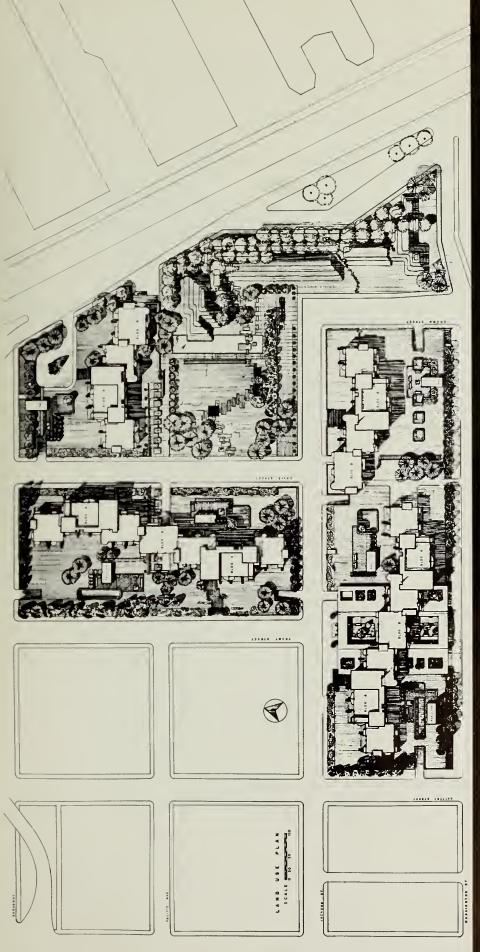
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DEVELOPERS ARCHITECTS

EICHLER HOMES, INC.
DINWIDDIE CONSTRUCTION CO.

ANSHEN & ALLEN



GATEWAY REDEVELO GOLDEN GA

REDEVELOPMENT



#### BARRETT-DIVERSIFIED-LESSER-BRAEMAR

#### ARCHITECTS

### DANIEL, MANN, JOHNSON & MENDENHALL CORLETT & SPACKMAN

5

This scheme includes 9 high-rise apartment buildings, approximately 20 and 28 stories high, and a 30-story apartment building for elderly citizens, placed over the public garage. These structures spring from an elevated pedestrian plateau over the site at third floor height relative to the surrounding streets. Two floors of parking garages and services are provided below this level.

Basic to the site planning of this proposal is the decision to ignore the city proper and relate the entire project to the freeway and harbor. This results in a very unhappy conflict with the surrounding grid pattern and a marked isolation of the project.

The pedestrian plateau is an imaginative idea with certain virtues. Three distinct levels of circulation connecting with the street pattern are created, and separation of vehicular traffic and the pedestrian is achieved. This concept could possibly be carried out in the development of surrounding areas as urban change and growth continue. The pedestrian plateau suggests, however, a bleak and barren expanse for a living environment, and provision of appropriate landscaping would present formidable considerations of structure and cost.

The shopping center is well placed and such amenities as recreation facilities have merit. However, the apartment buildings are located too closely to the elevated freeway and would be exposed to undesirable noise, night lights and confusing motion.

The high-rise apartment building for elderly citizens is most unanimously and emphatically rejected. This is particularly undesirable sociologically and psychologically.

The main structures, through their placement, size and consistency of height, somehow succeed in occupying even more space visually than physically. It would be difficult to see into or out of the canyons which are created. This prospect is made even more frightening by the absolute pervasiveness of ostentatious surfaces and bizarre forms. Projecting balconies are very exposed and would not be practical in this city.

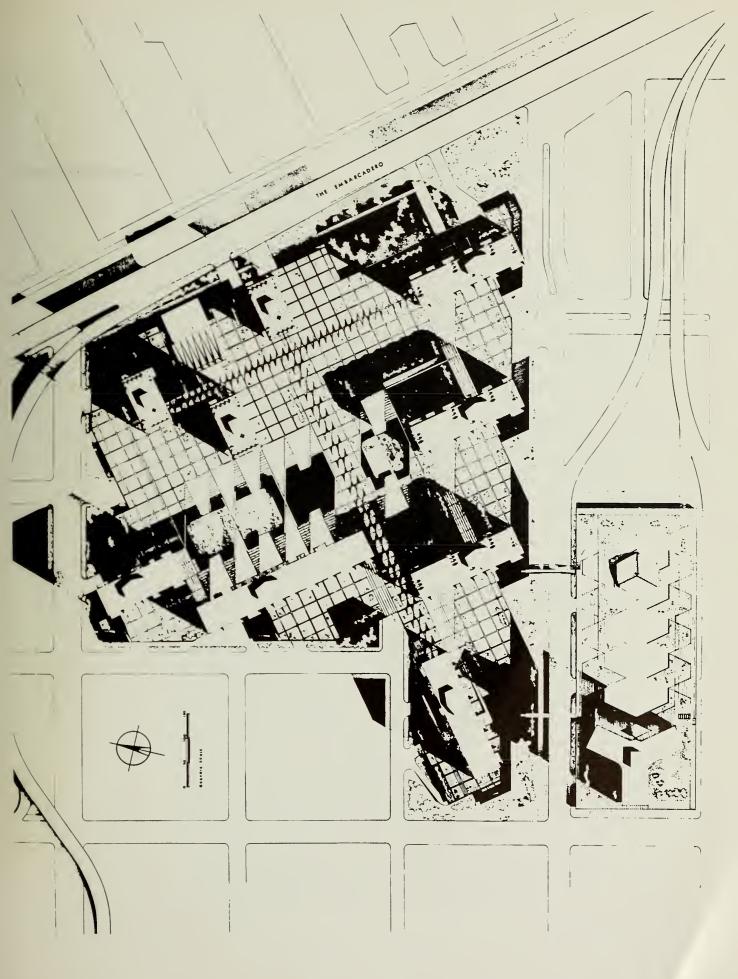
Rather than gaining from, or lending to, the spirit of the city, this scheme loudly projects itself in sharp conflict with that spirit.

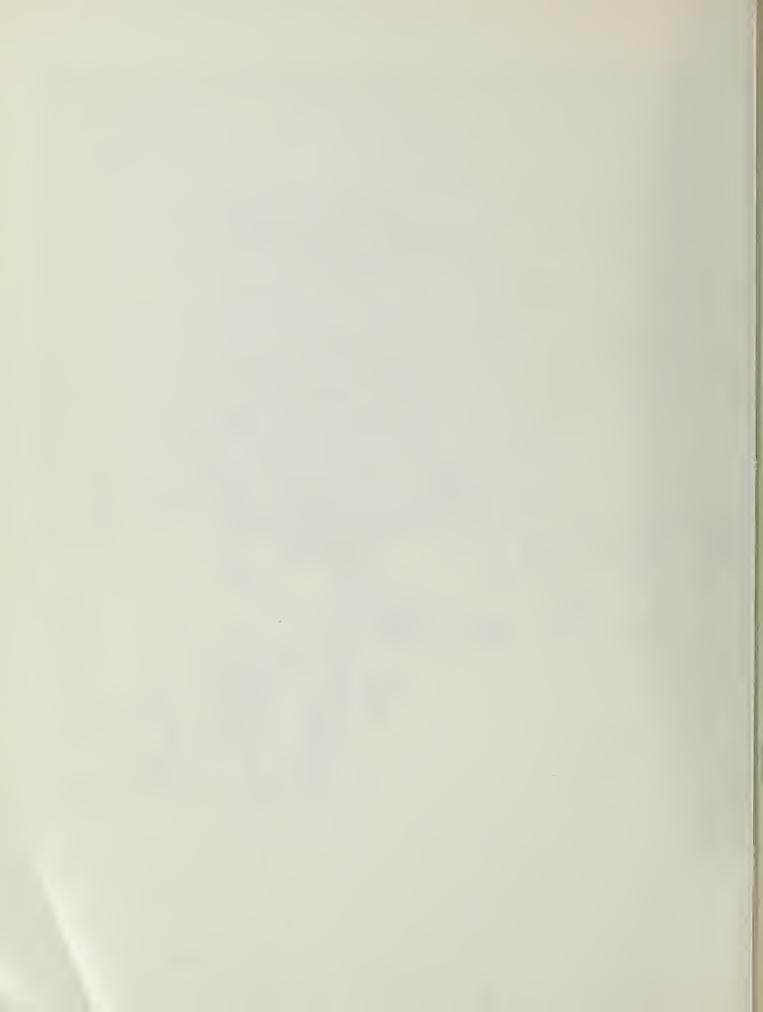


ARCHITECTS

BARRETT-DIVERSIFIED-LESSER-BRAEMAR

DANIEL, MANN, JOHNSON & MENDENHALL CORLETT & SPACKMAN





TISHMAN-CAHILL RENEWAL ASSOCIATES

JOHN CARL WARNECKE & ASSOCIATES
GARDNER DAILEY & ASSOCIATES
VICTOR GRUEN & ASSOCIATES

**ARCHITECTS** 

This scheme substantially includes 6 high-rise towers of 16 stories, 3 long slab-like lower buildings, 2- and 3-story town houses, and a central plaza and shopping center. Three large elevated parking garages and a number of small parks and plazas are provided. The office building and public garage are not included in this proposal.

There is unanimous admiration of this proposal. It is a sensitive and distinguished solution to a very difficult problem. The carefully studied plan integrates well with the city grid pattern. A variety, elegance and charm, so vital to city living, is apparent. This variety, however, is not without its conflicts.

The high rise apartment towers are exceptionally handsome and graceful. The slab apartment structures, by comparison, however, are of rather uninteresting design. They might well be improved with a more chateau-like character. If these apartments were planned to include low rental units, as opposed to the luxury rentals of the towers, occupancy would be brought into range of a greater number of people. The project would thereby become more marketable. Despite their beauty, some concern was voiced that the apartment towers might be more appropriate with greater variety of design.

The town houses give rise to particular concern. They complicate the project and appear too expensive to justify. The area claimed by these houses could be utilized to better advantage as open space for the several thousand occupants of the project.

Relationship with the Customs House and future harbor development is good. Landscaping and separation of the site into small manageable land areas appears successful.

Inadequate consideration has been given the presence of the elevated freeway. The project too closely approaches this highly undesirable element, whereas the provision of at least a greenbelt buffer would have alleviated this problem.

Considerable concern was manifest over the street pattern within the project. Positive separation of the pedestrian and vehicular traffic has not been provided, and this is especially hazardous for families occupying the area. The garages, however, are well placed. The central plaza, with the shopping center, is particularly well conceived.

The opinion was expressed that this team of architects clearly displayed the capabilities required to carry their proposal on to successful completion, creating an urban environment consistent with the character of this city.

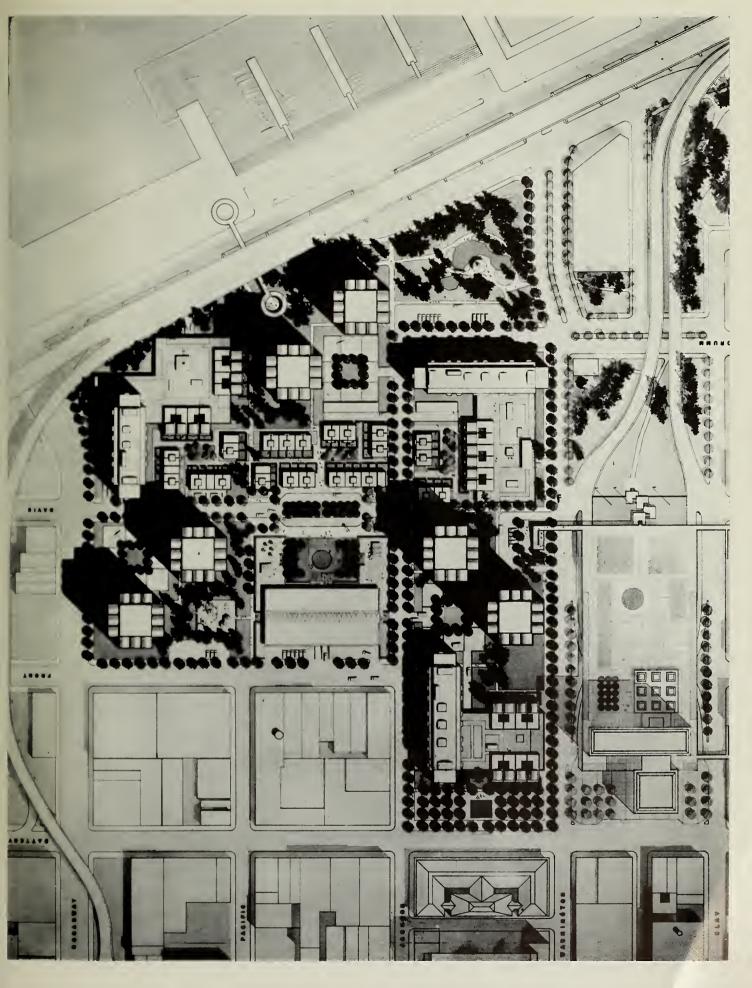
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TISHMAN-CAHILL RENEWAL ASSOCIATES

**ARCHITECTS** 

JOHN CARL WARNECKE & ASSOCIATES
GARDNER DAILEY & ASSOCIATES
VICTOR GRUEN & ASSOCIATES





#### ARCHITECTS

## LEWIS KITCHEN REALTY CO. SKIDMORE, OWINGS & MERRILL

This scheme proposes the construction of 2575 apartment units housed in 3 giant slab structures, 22 stories high. The buildings are grouped around a broad elevated plaza which houses the garages and a shopping center. This spacious plaza is connected to a 1300 car public garage beneath a landscaped mall. An office building is included in the proposal.

This is an eloquent and impressive proposal, boldly conceived and beautifully presented. It is an extremely monumental concept and if executed would be an architectural statement of grandeur unique in our country. There is exceptional virtue in its spaciousness, and in the creation of its great park. A civic development of this magnitude, immediately adjacent to a congested financial district could, in many respects, be a great asset to any city.

This very magnificence in a residential environment, however, presents grave considerations. The very size of the three apartment structures is awesome and out of scale with the surrounding city. There is a giantism and somewhat inhuman character prevalent. While admiring the stature of the buildings, one seriously questions the reaction to living in them.

The formidable aspect of the great walls presented might somewhat be relieved by more penetration, or opening up, of the structures. The curved form of these structures seems poorly considered.

The central plaza housing the garages, with the shopping center sculpturally expressed in the form of a circular sunken garden, is particularly handsome, and very well related to the apartment building. The scale of the unsightly elevated freeway has been very well recognized, and the buildings are well composed with this existing element. Eliminating the very strong symmetrical approach from the freeway ramps to the public garage is especially noteworthy.

The pedestrian has been very well isolated from automotive traffic. This concept as presented might very well be continued in surrounding areas in the city's future growth.

The project is well related to the Ferry Park and to harbor development, but completely destroys all view of the bay from the opposite side of the city. The proposed office building is excellently located and is a real contribution to the project.

While the great open spaces here are especially appealing, it is greatly feared the autocratic nature of this scheme would mar the finer scale and sensitive setting that make this city unique.



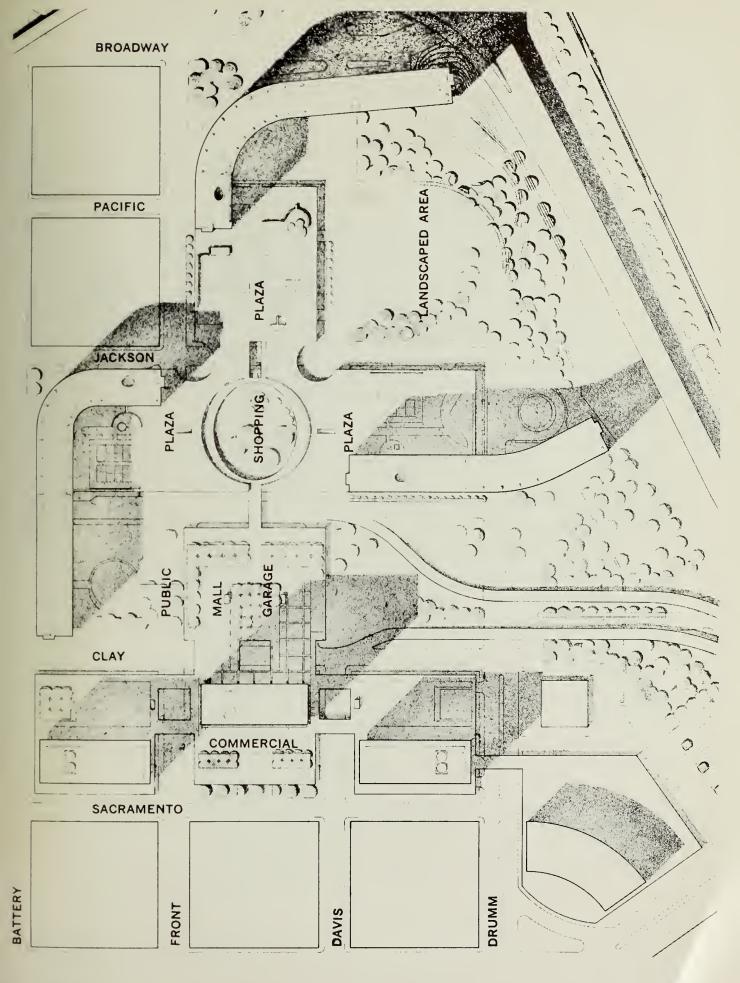


DEVELOPERS ARCHITECTS

LEWIS KITCHEN REALTY CO.

SKIDMORE, OWINGS & MERRILL

SITE PLAN





## PERINI-SAN FRANCISCO ASSOCIATES WURSTER, BERNARDI & EMMONS

DE MARS & REAY

#### **ARCHITECTS**

8

This scheme contains 5 tower apartments of 22 stories each, and 3 slab buildings almost equal in height. Housing units total 2174. Maisonettes are planned over the roofs of garage structures. Park and recreational facilities are provided, as well as elevated garages and auxiliary surface parking. A public garage and office building are included in the proposal.

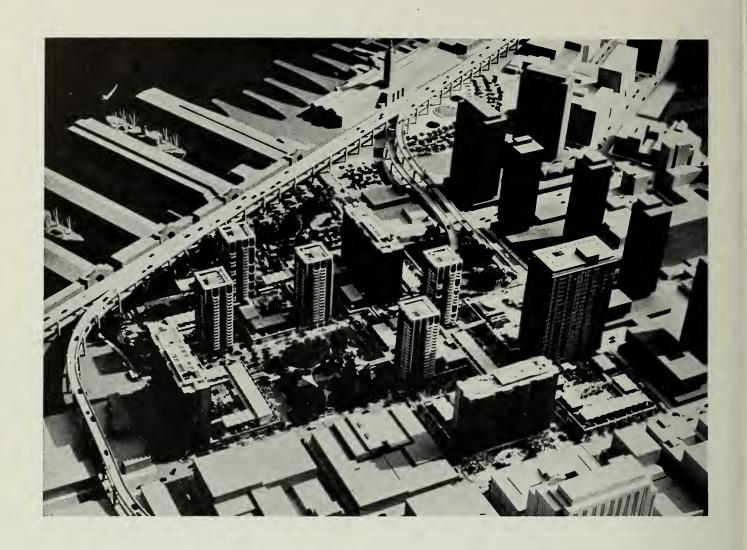
Agreement is unanimous that this proposal is exceptionally successful. The plan is remarkably sensitive with an intimate, yet urban, character. The basic concept of combining high rise and low rise structures is convincingly presented. This proposal further succeeds in establishing a prototype solution for high density residential development of gridiron blocks, within the context of the city's general pattern. This has special significance for future growth.

Elevating the pedestrian onto plazas which form the roofs of the garages, and which are connected together with bridges over the streets, is excellently conceived. This complete separation of people and vehicular traffic is fundamental to the life of the area. While achieving this separation, the automobile has not simply been buried, but has been granted its claim to streets of valuable access.

The scale of the buildings is good. The tower and slab apartment buildings, and the office building, are well composed with the nearby Financial District and Customs House. Buildings have been effectively moved back from the elevated freeway. This general separation from the inherent acoustical problems, glare, and motion of the freeway could have been further enhanced if the large surface parking lot were developed as a greenbelt or park. The handsome central park, with its focal position and ease of access by bridges, is excellent. The maisonettes are considered well related to the towers except that they are too numerous and perhaps should appear more anonymous. They also appear quite expensive.

The tower apartments and slab structures are not considered very well studied individually. Their color is rather garish and the balconies impractical. This is also true of the proposed office building. However, there is convincing reason to believe this would be resolved by further study. The suggestion has been made that other talented architects could well be employed to give these buildings more individual character and elegance of their own.

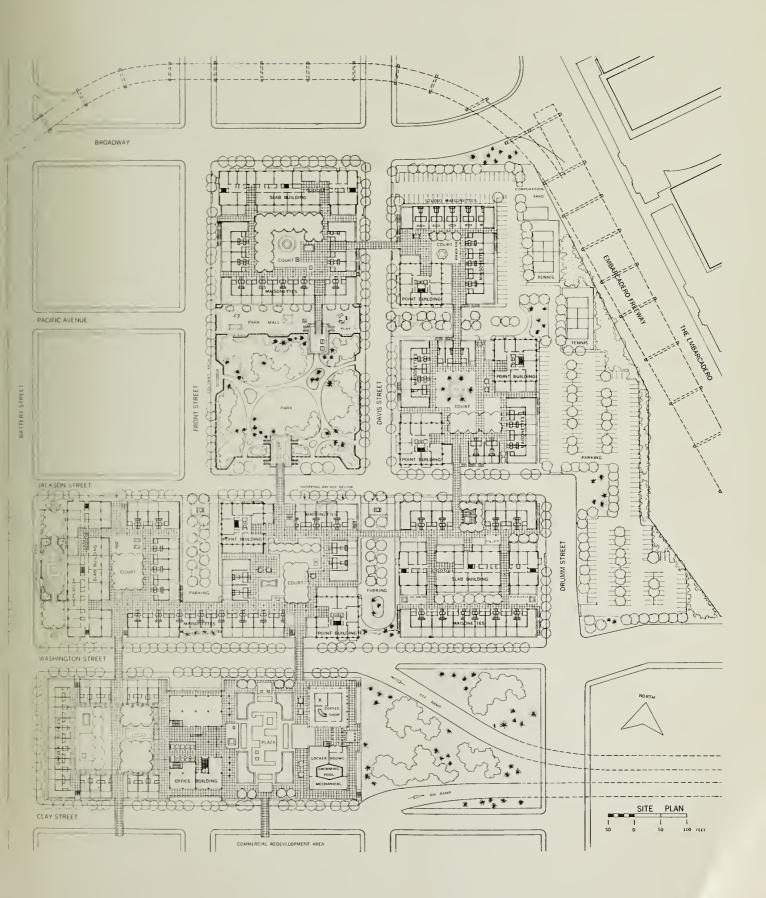
This proposal has generated great enthusiasm. The competence evidenced by its authors gives assurance of their ability to carry through to actual completion the eloquent concept they have presented. The pattern of relationships between buildings would be a fine extension of the city; and the warmth, intimate character and variety of form and space promise a delightful human environment.



**ARCHITECTS** 

PERINI-SAN FRANCISCO ASSOCIATES

WURSTER, BERNARDI & EMMONS
DE MARS & REAY





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